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S. H. KRESS & COMPANY

The 253 S.H. Kress Company Stores are located in 230 places which contain 8,289,146 families or 20% of all U. S. families.

166 of these 230 store cities are also F. W. Woolworth Company store cities.

The estimated total variety chain store sales in the United States amounted to $1,787,000,000 during 1949. S. H. Kress & Co. sales in 1949 were $163,923,437, or 9.17% of all variety chain store sales in 1949.

The detailed family and circulation data for the S. H. Kress & Company cities are shown on the attached sheets.

Summary of Magazine Circulation & Coverage in S. H. Kress & Co. Store Locations

	Circulation	Coverage of Families
The American Weekly (10/2/49) *	2,015,187	24.31%
Life (3/28/49)	1,335,641	16.11
Ladies' Home Journal (3/47)	1,039,545	12.54

* As of March 5, 1950 the Sunday New Orleans Item became the 22nd distributing paper. Its circulation is not included in this study.

S. H. Kress & Company Stores Count - March 1950

S. H. Kress & Company Sales - January 27, 1950

Variety Chain Store Sales U.S. 1949 - Survey of Current Business

April 1950

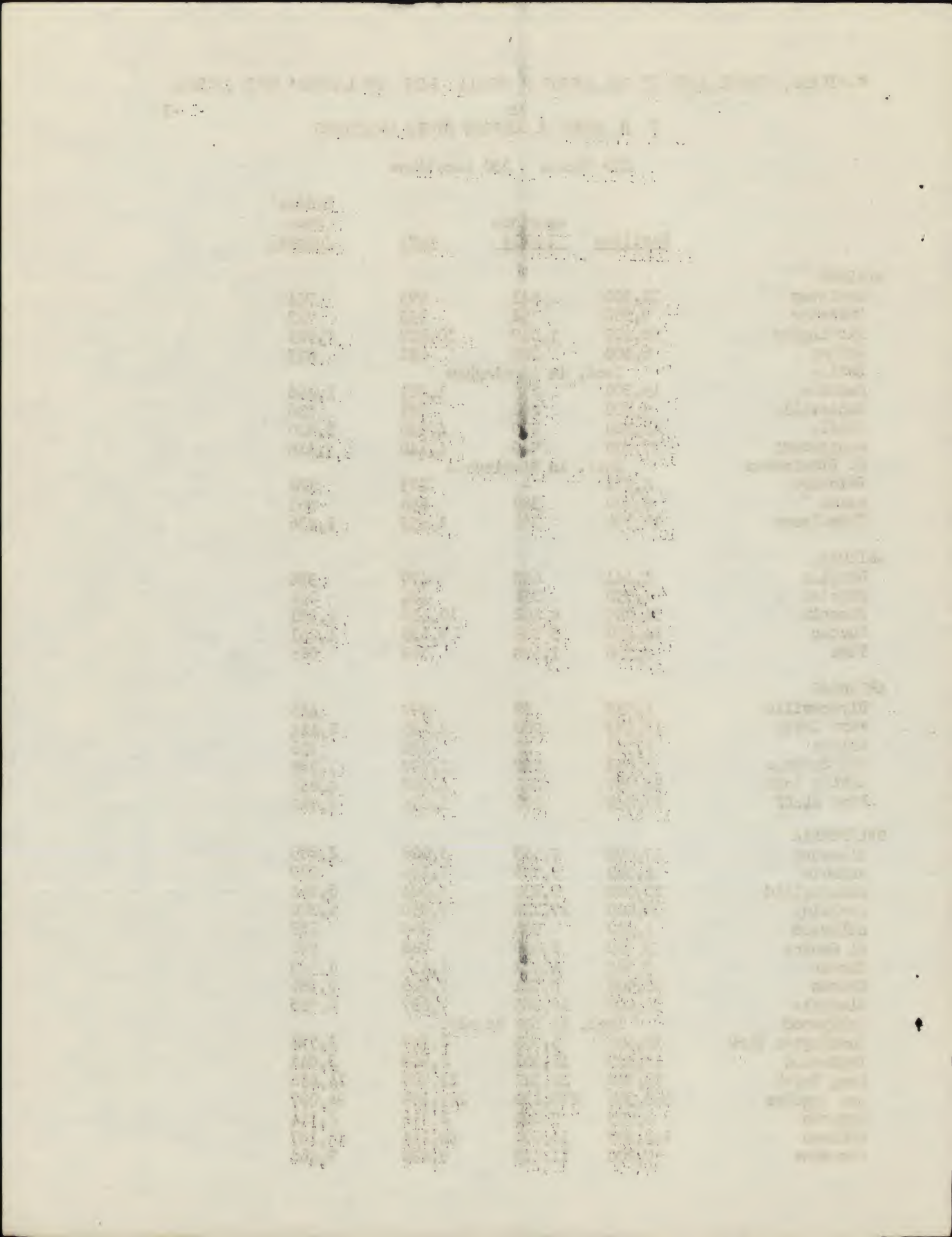
FAMILIES, CIRCULATION OF THE AMERICAN WEEKLY, LIFE AND LADIES' HOME JOURNAL

in

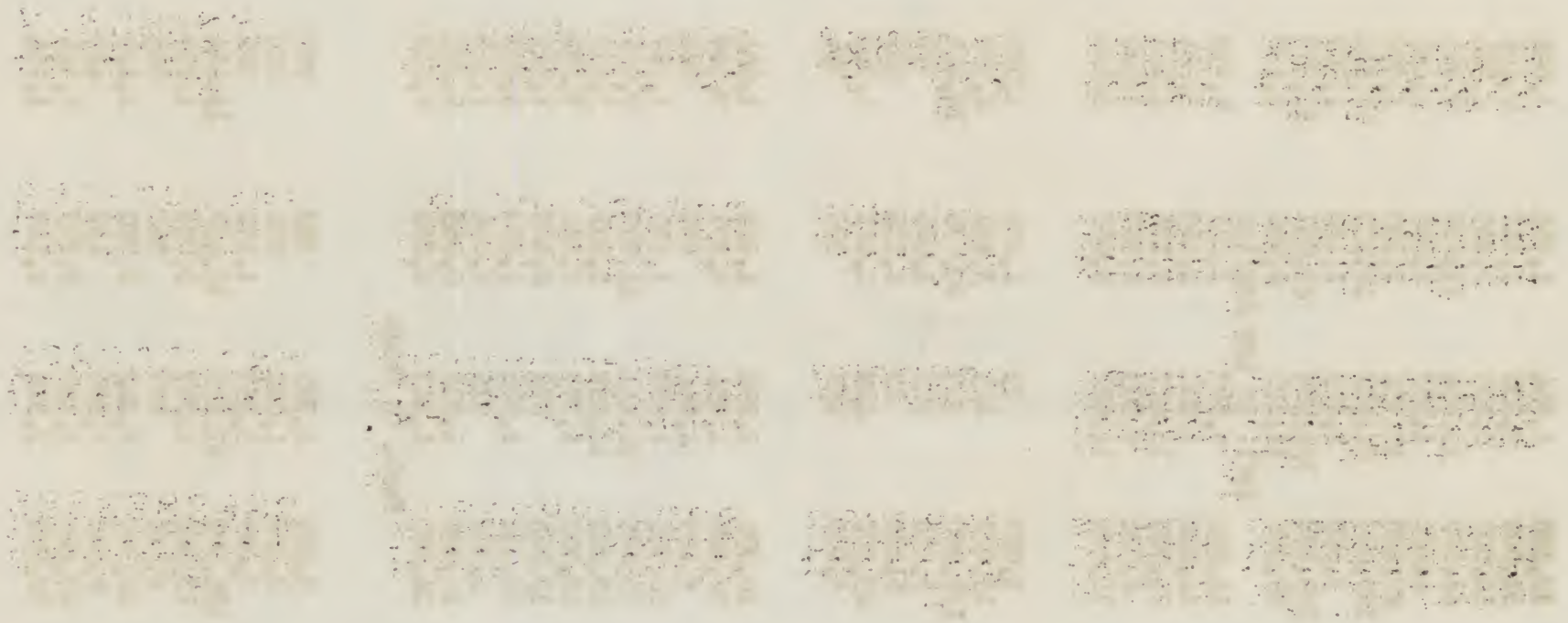
S. H. KRESS & COMPANY STORE LOCATIONS

253 Stores - 230 Locations

	Families	American Weekly	Life	Ladies' Home Journal
ALABAMA				
Anniston	11,100	541	973	744
Bessemer	7,600	52	758	713
Birmingham	90,200	1,017	10,017	7,385
Dothan	6,800	389	681	673
Ensley	Incl. in Birmingham			
Gadsden	15,300	255	1,221	1,296
Huntsville	5,600	282	781	936
Mobile	48,200	999	4,556	3,220
Montgomery	33,600	929	4,146	3,116
N. Birmingham	Incl. in Birmingham			
Prichard	2,591	-	203	120
Selma	8,000	360	850	961
Tuscaloosa	10,300	361	1,553	1,436
ARIZONA				
Douglas	4,444	668	477	386
Nogales	1,750	351	484	256
Phoenix	34,056	6,462	10,110	7,381
Tucson	14,400	5,399	7,133	4,261
Yuma	3,500	1,578	769	625
ARKANSAS				
Blytheville	4,538	39	397	446
Fort Smith	15,483	700	2,086	2,414
Helena	3,650	57	298	316
Hot Springs	8,653	537	1,397	1,285
Little Rock	28,967	222	4,952	4,655
Pine Bluff	10,849	190	1,034	1,710
CALIFORNIA				
Alhambra	17,098	7,753	3,006	2,699
Anaheim	4,500	3,726	1,146	927
Bakersfield	10,000	9,237	4,304	3,864
Berkeley	36,000	17,188	9,856	6,328
Calexico	1,442	786	368	259
El Centro	3,700	2,036	728	580
Eureka	7,500	4,401	1,454	1,183
Fresno	26,700	8,781	7,826	5,786
Glendale	32,600	16,785	7,657	6,933
Hollywood	Incl. in Los Angeles			
Huntington Park	10,500	5,705	1,847	1,732
Inglewood	13,800	12,501	2,908	3,841
Long Beach	93,900	28,128	13,703	14,458
Los Angeles	688,300	298,630	105,129	94,967
Modesto	6,900	7,260	2,815	2,114
Oakland	142,400	36,072	20,164	15,187
Pasadena	37,200	11,435	9,820	9,466



CALIFORNIA (Cont'd)				
Pomona	10,100	5,064	1,765	1,692
Richmond	31,000	9,230	3,547	2,461
Riverside	16,000	6,275	2,833	2,904
Sacramento	41,600	19,814	11,231	7,721
Salinas	4,400	4,553	1,837	1,484
San Bernardino	22,800	10,954	3,330	3,378
San Diego	123,000	24,512	18,233	15,312
San Fernando	3,600	2,895	1,188	1,209
San Francisco	279,200	184,089	48,091	33,707
San Jose	29,300	11,271	6,950	5,478
San Pedro		Incl. in Los Angeles		
Santa Ana	14,800	5,667	3,016	2,733
Santa Barbara	14,000	5,831	4,167	3,021
Santa Monica	25,700	16,457	5,174	4,621
Santa Rosa	6,226	5,593	1,869	1,616
Stockton	18,674	14,652	5,660	3,626
COLORADO				
Boulder	5,000	73	1,676	1,022
Colorado Springs	17,600	223	3,481	2,909
Denver	131,300	319	23,630	18,441
Grand Junction	5,200	565	1,026	788
Greeley	6,200	23	1,174	833
Pueblo	23,500	428	2,625	1,949
Trinidad	5,000	192	392	356
FLORIDA				
Daytona Beach	10,300	2,296	1,913	1,604
Jacksonville	72,500	2,954	8,571	7,109
Key West	5,163	4,664	959	528
Lakeland	10,900	1,078	1,610	1,359
Miami	69,000	90,441	14,877	9,905
Miami Beach	13,800	18,253	5,605	3,422
Orlando	18,700	1,757	3,564	3,270
Pensacola	13,100	895	2,629	1,515
St. Petersburg	36,132	1,026	5,828	5,833
Sarasota	5,700	815	2,004	1,129
Tampa	39,200	1,736	6,065	5,309
West Palm Beach	14,900	4,343	2,860	2,543
Ybor City		Incl. in Tampa		
GEORGIA				
Albany	9,400	2,705	880	782
Americus	3,468	1,054	291	258
Athens	8,200	3,357	1,174	825
Atlanta	104,900	87,866	18,430	15,614
Augusta	23,900	1,007	3,038	1,859
Brunswick	8,600	997	767	689
Columbus	22,300	2,822	2,750	2,429
La Grange	6,600	2,806	438	449
Macon	27,400	2,120	2,827	2,741
Rome	10,000	3,322	1,119	1,254



	Families	American Weekly	Life	Ladies' Home Journal
GEORGIA (Cont'd)				
Savannah	38,800	2,606	3,649	2,972
Valdosta	6,400	1,612	822	710
Waycross	6,000	658	583	757
IDAHO				
Boise	12,500	874	3,259	2,674
Idaho Falls	6,100	788	1,031	908
Pocatello	7,300	668	1,555	1,098
ILLINOIS				
Cairo	5,900	641	358	421
Rockford	30,100	10,762	6,135	5,234
KANSAS				
Arkansas City	4,400	126	508	601
Chanute	3,800	93	474	317
Coffeyville	5,500	386	664	778
Emporia	4,500	152	882	592
Fort Scott	3,500	93	382	442
Hutchinson	10,000	351	2,001	1,685
Independence	3,900	287	609	594
Iola	2,358	69	275	288
Lawrence	6,200	253	1,600	956
Parsons	5,400	204	529	632
Pittsburg	8,900	418	751	857
Salina	8,000	608	1,589	1,429
Wichita	55,200	480	9,771	8,800
KENTUCKY				
Ashland	8,500	911	1,290	1,330
Hopkinsville	4,600	128	535	580
Winchester	3,106	156	421	369
LOUISIANA				
Alexandria	12,968	169	1,428	1,235
Baton Rouge	34,100	441	5,271	3,434
Lake Charles	7,325	252	2,045	1,407
Monroe	13,100	385	1,478	1,387
New Orleans	167,500	473	18,178	11,746
Shreveport	37,900	216	5,002	4,310
MISSISSIPPI				
Biloxi	10,600	460	1,393	781
Greenville	10,800	105	624	650
Hattiesburg	12,800	114	990	1,172
Jackson	27,300	393	3,594	2,998
Laurel	10,100	118	811	787
Meridian	15,700	118	1,176	1,474
Natchez	8,100	1	653	616
Vicksburg	11,400	150	859	865

	Families	American Weekly	Life	Ladies' Home Journal
MISSOURI				
Carthage	4,800	280	558	558
Jefferson City	7,700	120	1,002	899
Moberly	4,800	128	337	549
Nevada	3,264	73	238	295
Trenton	3,236	32	206	290
Webb City	2,532	151	213	266
MONTANA				
Billings	9,900	1,073	2,619	2,031
Great Falls	13,400	1,379	2,646	2,113
NEW JERSEY				
East Orange	25,400	2,420	5,099	3,825
Summit	5,200	954	1,829	1,150
NEW MEXICO				
Albuquerque	15,077	4,005	5,731	3,713
NEW YORK				
New York City	2,331,500	516,444	365,906	246,201
NORTH CAROLINA				
Asheville	16,900	854	3,190	2,372
Charlotte	36,800	1,393	7,447	4,895
Durham	20,600	1,194	3,206	1,942
Fayetteville	9,569	3,289	2,372	1,220
Gastonia	6,000	762	1,446	870
Goldsboro	7,000	525	851	526
Greensboro	21,400	1,063	4,573	3,735
High Point	12,800	557	1,794	1,136
New Bern	5,500	2,195	1,094	590
Rocky Mount	8,700	1,117	1,081	759
Salisbury	7,400	458	1,210	1,031
Wilmington	14,900	1,759	2,003	1,903
Winston-Salem	23,232	842	3,908	2,112
OHIO				
Youngstown	45,600	3,119	6,602	4,972
OKLAHOMA				
Ardmore	6,200	104	783	668
Bartlesville	6,900	201	1,375	1,271
Blackwell	3,274	61	293	419
Chickasha	6,300	41	589	699
Enid	12,200	308	1,584	1,478
Guthrie	4,400	1	355	444
Lawton	10,352	311	1,785	1,180
McAlester	6,600	175	639	701
Muskogee	14,200	418	1,331	1,403
Oklahoma City	74,500	628	10,764	10,384
Okmulgee	6,500	152	639	629

	Families	American Weekly	Life	Ladies Home Journal
OKLAHOMA (Cont'd)				
Ponca City	6,600	197	840	1,032
Sapulpa	5,720	58	349	404
Shawnee	8,800	98	835	937
Tulsa	61,400	467	10,634	8,496
OREGON				
Portland	150,300	106,466	23,916	20,615
Salem	17,500	6,802	2,890	2,674
PENNSYLVANIA				
Altoona	24,300	7,526	2,986	2,934
SOUTH CAROLINA				
Anderson	7,600	430	1,206	680
Charleston	25,500	2,144	3,768	2,586
Columbia	21,400	2,776	4,921	3,854
Florence	7,300	846	963	938
Greenville	20,000	1,588	4,255	2,326
Spartanburg	12,200	1,119	2,488	1,480
Sumter	8,600	627	803	789
TENNESSEE				
Bristol	5,400	195	541	460
Chattanooga	40,600	1,616	5,867	5,450
Elizabethton	3,600	372	551	404
Jackson	11,200	222	1,042	1,035
Johnson City	8,300	746	1,247	1,265
Kingsport	5,000	671	1,623	1,335
Knoxville	40,700	833	4,971	5,479
Memphis	104,900	606	10,019	9,945
Nashville	54,300	334	8,981	6,882
TEXAS				
Amarillo	22,700	380	3,369	3,316
Austin	40,900	2,758	6,850	5,502
Baytown	7,600	26	953	383
Beaumont	32,000	227	3,759	2,597
Brownsville	8,800	719	1,174	904
Corpus Christi	36,500	4,496	4,812	4,041
Corsicana	6,000	72	729	508
Dallas	142,900	964	27,529	18,429
Del Rio	3,580	749	354	365
Denison	6,800	109	787	633
Eagle Pass	2,487	356	218	165
El Paso	39,500	3,744	6,198	4,778
Fort Worth	84,600	738	10,643	8,677
Gainesville	3,700	60	425	430
Galveston	25,200	935	3,095	1,888
Greenville	5,900	51	619	500
Harlingen	7,400	590	885	887
Hillsboro	3,382	27	318	304
Houston	141,000	516	32,879	17,971

	Families	American Weekly	Life	Ladies' Home Journal
TEXAS (Cont'd)				
Laredo	13,000	992	1,094	719
Longview	8,800	85	1,077	893
Lubbock	17,800	1,143	3,223	2,728
Paris	7,100	87	758	587
Port Arthur	21,000	362	2,937	2,547
San Angelo	15,500	625	1,823	1,559
San Antonio	113,800	70,818	13,019	12,432
Sherman	8,300	83	1,134	741
Texarkana	9,700	253	913	941
Tyler	13,200	128	1,951	1,508
Waco	24,200	532	3,816	3,690
Waxahachie	3,700	71	401	336
Wichita Falls	20,600	406	3,094	2,238
UTAH				
Ogden	17,300	1,019	3,175	2,302
Provo	7,600	554	1,179	824
Salt Lake City	54,000	1,322	11,416	8,230
VIRGINIA				
Roanoke	25,900	632	4,985	3,061
WASHINGTON				
Aberdeen	6,600	4,714	1,177	1,191
Bellingham	10,900	5,688	1,799	1,890
Bremerton	11,200	7,225	2,100	2,391
Everett	11,300	7,763	1,903	2,610
Seattle	165,500	93,431	32,205	31,254
Spokane	50,500	4,191	7,634	8,789
Tacoma	47,200	13,229	8,492	8,257
Wenatchee	4,700	2,552	1,163	1,335
Yakima	11,800	8,915	2,707	2,753
TOTAL	8,289,146	2,015,187	1,335,641	1,039,545